

1 of 6

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

BENNETT FOR INDIANA 10/29/12-11/6/12 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 2.6	1	M-F	630A-7A	CBS 21 NW-MRNGA	:30	\$450.00	10/29-11/02	5	1	5	\$2,250.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 2.6	2	M-TU	630A-7A	CBS 21 NW-MRNGA	:30	\$450.00	11/05-11/06	2	1	2	\$900.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 2.1	3	M-F	7A-8A	EARLY SHOW1-CBS	:30	\$350.00	10/29-11/02	5	1	5	\$1,750.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 2.1	4	M-TU	7A-8A	EARLY SHOW1-CBS	:30	\$350.00	11/05-11/06	2	1	2	\$700.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 1.5	5	M-F	8A-9A	EARLY SHOW2-CBS	:30	\$150.00	10/29-11/02	5	1	5	\$750.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 1.5	6	M-TU	8A-9A	EARLY SHOW2-CBS	:30	\$150.00	11/05-11/06	2	1	2	\$300.00	
	Buyline Comment: AIR 1X PER DAY											
Rating: 3.5	7	M-F	11A-12P	PRICE IS RIGHT	:30	\$600.00	10/29-11/02	5	1	5	\$3,000.00	
	Buyline Comment: AIR 1X PER DAY											

2 of 6

Daypart

4 of 6

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Total	Total Cost	Daypart
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37	SU	6A-9A	DAYBRK SU MORN	:30	\$200.00	11/04-11/04	1	1	1	\$200.00
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Rep Order#	6866874	Ver#	3	Mod#	0	Status	Confirmed	Traffic Order#	216620	Printed:	10/25/2012 11:47 AM	5 of 6
EC'd	Yes									Last Received:	10/23/2012 12:43 PM	

Showing Buylines: All Lines

Station	WISN-TV INDIANAPOLIS, IN	Agency	() BRABENDER COX	Rep Firm	() PHILADELPHIA
Advertiser	() BENNETT FOR INDIANA		1218 GRANDVIEW AVE, 1ST FLOOR	Sales Office	() KATE BRADY
Product	BENNETT FOR INDY		PTTSBURGH, PA 15211	Salesperson	() KATE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	LIZ BRABENDER	Flight Dates	10/29/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938

IT Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Total	Total Cost	Daypart
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38	SU	9A-1030A	SUNDAY MRN-CBS	:30	\$450.00	11/04-11/04	1	1	1	\$450.00
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39	SU	6P-630P	SUN NEWS	:30	\$600.00	11/04-11/04	1	1	\$600.00
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40	SU	7P-8P	60 MINUTES-CBS	:30	\$4,000.00	11/04-11/04	1	1	\$4,000.00
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41	SU	11P-1135P	LATE NEWS	SUN	:30	\$900.00	11/04-11/04	1	1	\$900.00
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---REPORT TOTALS---

Report Totals: 90 / \$74,900.00

---SALES MONTHLY TOTALS---

Nov 12: 90 / \$74,900.00

Sales Totals: 90 / \$74,900.00

Station Totals: 90 / \$74,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$77,721

CABL	0%	WISH	96%	WRIV	0%	WTHR	0%
WTTV	0%	WXIN	0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

RA35+

Books	NOV11
Demos	RA35+

Rep Order# 6866874 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 216620 Printed: 10/25/2012 11:47 AM 6 of 6
EC'd Yes Last Received: 10/23/2012 12:43 PM
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN
Advertiser () BENNETT FOR INDIANA
Product BENNETT FOR INDY
Estimate#
Buyer LIZ BRABENDER
Phone#
Fax#
Agency () BRABENDER COX
1218 GRANDVIEW AVE, 1ST FLOOR
PTTSBURGH, PA 15211
Agency C/P1/P2/E
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---Agency Comment---
AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All,

Station	Advertiser	Product	Estimote	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
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Alt Order #: 06866874

WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 530p	:30	10/29/12		News 8 @530	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Noon News	:30	10/29/12		Noon News	\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					Daybreak @ 6	:30	10/29/12		Daybreak @ 6	\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Monday 10-11p	:30	10/29/12		Mon Hour 3	\$3,700.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					Anderson Cooper	:30	10/29/12		M-F 4p-5p	\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Price Is Right	:30	10/29/12		Price Is Right	\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 6p	:30	10/29/12		News 8 @6	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 11 M-F	:30	10/29/12		LN M-F	\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @7a	:30	10/29/12		CBS This Morning	\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @8	:30	10/29/12		CBS This Morning	\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS Evening News	:30	10/29/12		CBS Evening News	\$1,200.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @5p	:30	10/29/12		News 8 @5	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Noon News	:30	10/30/12		Noon News	\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 11 M-F	:30	10/30/12		LN M-F	\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Daybreak @ 6	:30	10/30/12		Daybreak @ 6	\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Tuesday 8-9p	:30	10/30/12		Tue Hour 1	\$4,000.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @7a	:30	10/30/12		CBS This Morning	\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Anderson Cooper	:30	10/30/12		M-F 4p-5p	\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @5p	:30	10/30/12		News 8 @5	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @8	:30	10/30/12		CBS This Morning	\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 6p	:30	10/30/12		News 8 @6	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 530p	:30	10/30/12		News 8 @530	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Inside Edition	:30	10/30/12		M-F 7-730p	\$550.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Price Is Right	:30	10/30/12		Price Is Right	\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 6p	:30	10/31/12		News 8 @6	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 5p	:30	10/31/12		News 8 @5	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 11 M-F	:30	10/31/12		LN M-F	\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Price Is Right	:30	10/31/12		Price Is Right	\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					David Letterman	:30	10/31/12		David Letterman	\$350.00		P4
WISH	POL/Bennett for Indiana BENNETT FOF					Daybreak @ 6	:30	10/31/12		Daybreak @ 6	\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @7a	:30	10/31/12		CBS This Morning	\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Noon News	:30	10/31/12		Noon News	\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					1158a-1230p	:30	10/31/12		M-F 4p-5p	\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Anderson Cooper	:30	10/31/12		News 8 @530	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 530p	:30	10/31/12		CBS Evening News	\$1,200.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					CBS Evening News	:30	10/31/12		M-F 7-730p	\$550.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Inside Edition	:30	10/31/12		CBS This Morning	\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					CBS This Morning @8	:30	10/31/12		Wed Hour 1	\$4,000.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					Wednesday 8-9p	:30	10/31/12		Price Is Right	\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF					Price Is Right	:30	10/01/12		Thur Hour 2	\$5,000.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					Thursday 9-10p	:30	10/01/12		Noon News	\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF					Noon News	:30	10/01/12		News 8 @5	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @5p	:30	10/01/12		News 8 @6	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 6p	:30	10/01/12		News 8 @530	\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					News 8 @ 530p	:30	10/01/12		M-F 7-730p	\$550.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Inside Edition	:30	10/01/12		M-F 4p-5p	\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF					Anderson Cooper	:30	10/01/12					P3

[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All,

Station	Advertiser	Product	Estimote	Inventory Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
Alt Order #: 06866874												
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak @ 6	(6:30:00 AM-7:00	:30	11/01/12	Daybreak @ 6		\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @8	8-9a	:30	11/01/12	CBS This Morning		\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			David Letterman	1135p-1237a	:30	11/01/12	David Letterman		\$350.00		P4
WISH	POL/Bennett for Indiana BENNETT FOF			Thursday 8-9p	(8:00:00 PM-8:30	:30	11/01/12	Thur Hour 1		\$5,000.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @7a	7-8a	:30	11/01/12	CBS This Morning		\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 11 M-F	11-1135p	:30	11/01/12	LN M-F		\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @7a	7-8a	:30	11/02/12	CBS This Morning		\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak @ 6	(6:30:00 AM-7:00	:30	11/02/12	Daybreak @ 6		\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Anderson Cooper	357-5p	:30	11/02/12	M-F 4p-5p		\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @6	558-630p	:30	11/02/12	News 8 @6		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 530p	530-6p	:30	11/02/12	News 8 @530		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @8	8-9a	:30	11/02/12	CBS This Morning		\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Inside Edition	658-730p	:30	11/02/12	M-F 7-730p		\$550.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			David Letterman	1135p-1237a	:30	11/02/12	David Letterman		\$350.00		P4
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @5p	5-530p	:30	11/02/12	News 8 @5		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Noon News	1158a-1230p	:30	11/02/12	Noon News		\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			Friday 9-10p	858-10p	:30	11/02/12	Fri Hour 2		\$1,600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 11 M-F	11-1135p	:30	11/02/12	LN M-F		\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Price Is Right	1058-12p	:30	11/02/12	Price Is Right		\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak Saturday	558-9a	:30	11/03/12	Daybreak Saturday		\$250.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @11 Saturday	11-1135p	:30	11/03/12	LN Sa		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Saturday 10-11p	958-11p	:30	11/03/12	Sat Hour 3		\$1,000.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak Sunday	558-9a	:30	11/04/12	Daybreak Sunday		\$200.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Sunday 7-8p	658-8p	:30	11/04/12	Sun Hour 1		\$4,000.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			CBS Sunday Morning	858-1030a	:30	11/04/12	CBS Sunday Morni		\$450.00		P5
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 Weekend/Sunday	(6:00:00 PM-6:30	:30	11/04/12	News 8 Weekend's		\$600.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 11 Sunday	11-1130p	:30	11/04/12	LN Su		\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Inside Edition	658-730p	:30	11/05/12	M-F 7-730p		\$550.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @7a	7-8a	:30	11/05/12	CBS This Morning		\$350.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			David Letterman	1135p-1237a	:30	11/05/12	David Letterman		\$350.00		P4
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 11 M-F	11-1135p	:30	11/05/12	LN M-F		\$900.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Noon News	1158a-1230p	:30	11/05/12	Noon News		\$650.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			Anderson Cooper	357-5p	:30	11/05/12	M-F 4p-5p		\$300.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Price Is Right	1058-12p	:30	11/05/12	Price Is Right		\$600.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @6	558-630p	:30	11/05/12	News 8 @6		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS Evening News	630-7p	:30	11/05/12	CBS Evening News		\$1,200.00		P1
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @5p	5-530p	:30	11/05/12	News 8 @5		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Monday 10-11p	958-11p	:30	11/05/12	Mon Hour 3		\$3,700.00		P2
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @8	8-9a	:30	11/05/12	CBS This Morning		\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			News 8 @ 530p	530-6p	:30	11/05/12	News 8 @530		\$600.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak @ 6	(6:30:00 AM-7:00	:30	11/05/12	Daybreak @ 6		\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @8	8-9a	:30	11/06/12	CBS This Morning		\$150.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			Daybreak @ 6	(6:30:00 AM-7:00	:30	11/06/12	Daybreak @ 6		\$450.00		P3
WISH	POL/Bennett for Indiana BENNETT FOF			CBS This Morning @7a	7-8a	:30	11/06/12	CBS This Morning		\$350.00		P3
										\$74,900.00		

[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All,

Station	Advertiser	Product	Estim	Order	Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code	(Placed	Rate	Ad-ID	Priority
													\$74,900.00		

[Filtered by:] [Sorted by: All Order #]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 10/8/2012
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I, BRABENDERCox LLC,

being/on behalf of: TONY BENNETT, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

in the 2012 GENERAL ELECTION

election to be held on: NOVEMBER 6 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

BENNETT FOR INDIANA

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACOB V BRADLEY

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/08/2012

Liz Brabender Kundu

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, BRABENDERCXLLC
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

signature of candidate or authorized committee

LIZ BRABENDERKUNDU

printed name

10/08/2012

date